

Issues on Personal Data Assets Management

Qing-Shan Zhou

Professor and Vice Dean, the Department of Information Management,
Peking University, Beijing, China

Personal data is a valuable assets resource in the mobile communication era, and how to collect, organize, store, analyze , service for utilization of the resource has become an important issue, therefore, we need to take systematic research for scientifically establishing resource management systems such as gathering information policy, information organization model, data storage security, data mining and analysis technology and services regulation and information ecosystem ,also the data literacy and ethics as well.